

Message Text

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PAGE 01 STOCKH 00859 191136Z

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ACTION EUR-12

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P R 191104Z FEB 76

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 6813

UNCLAS STOCKHOLM 0859

FOR BICXOIM: TRAFTON

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: PRINTING & GRAPHIC ARTS EXHIBITION

1. REDACTRON CORP IS PARTICIPATING IN SUBJECT SHOW
THROUGH SWEDISH GENERAL AGENT FACIT AB AND DISTRIBUTOR
AB VILHELM JOHNSEN WHO HAVE MULTI-ACCOUNT BOOTH.

2. BERT BOUCHER IS SALES MANAGER FOR USA AT REDACTRON,
HAS MANY YEARS GRAPHIC INDUSTRY EXPERIENCE, APPARENTLY
IS ALSO EXPERT ON LABOR RELATIONS AND A VERY
WELL-KNOWN PERSONALITY.

3. BOUCHER ALREADY SCHEDULED FOR TECHNICAL PRESENTATION
ENTITLED "THE REDACTRON EDITING TYPEWRITER FOR INPUT TO
PHOTO-TYPESETTING." PLEASE ASCERTAIN WHETHER BOUCHER
WILLING TO A) PARTICIPATE IN PANEL DISCUSSION ON MARCH 17/18
OR 19 AT STC ON TOPIC RELATED TO IMPACT OF PHOTOTYPESETTING ON
PRINTING INDUSTRY AND B) MAKE INDIVIDUAL PRESENTATION ON
SIMILAR TOPIC AS PART OF STC USUAL TECHNICAL PRESENTATIONS PROGRAM,
CONCENTRATING ON EXPERIENCES WITH PHOTOTYPESETTING IN USA.

4. FYI, STC PR CONTRACTOR HAS ALMOST ARRANGED PRERECORDED PANEL
DISCUSSION ON IMPACT OF PHOTOTYPESETTING ON PRINTING INDUSTRY.
PROGRAM WOULD TAKE PLACE AT STC ON MARCH 15 DAYTIME, FOR
SHOWING ON EVENING DISCUSSION PROGRAM ON SWEDISH
TELEVISION. BERT BOUCHER HAS ALREADY DECLINED, THROUGH FACIT AB,
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PAGE 02 STOCKH 00859 191136Z

PARTICIPATION DUE TO PRIOR COMMITMENTS AT REDACTRON GMBH IN

GERMANY UP TO MARCH 15.

STRAUSZ-HUPE

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